



Solutions Marketing Lead

Title: Solutions Marketing Lead

Location: Quincy, MA In-Office

Department: Marketing

Reports to: VP of Marketing & Business Development

Salary: \$75,000.00 - \$90,000.00 Annually

About Stran

Stran Promotional Solutions is a top 12 promotional products distributor with over 30 years of experience helping brands connect with their audiences. We combine cutting-edge technology, global sourcing expertise, and award-winning creative services to deliver customized marketing solutions that drive impact.

Position Summary

The Solutions Marketing Manager is responsible for **developing and executing go-to-market strategies** that position Stran's services, programs, and capabilities as clearly defined, differentiated solutions. This role serves as the bridge between Sales, Operations, Creative, and Business Development, translating complex service offerings into compelling value propositions, sales tools, and solution-focused marketing programs that drive revenue growth.

The Solutions Marketing Manager will lead the development of messaging, positioning, competitive insights, sales enablement resources, and marketing frameworks for Stran's core solutions, including promotional products, online company stores, print and fulfillment programs, branded merchandise strategies, loyalty and engagement solutions, and emerging service offerings.

This is an experienced individual contributor role focused on project leadership rather than people management. The ideal candidate combines strong product marketing expertise with a highly collaborative and entrepreneurial mindset, leveraging market intelligence, customer insights, and performance data to continuously refine how Stran brings solutions to market.

As a core member of the Marketing team, this role will partner closely with Sales, Operations, and Business Development to create scalable tools, assets, and programs that strengthen Stran's competitive position and accelerate new business growth.



Key Responsibilities

- **Solution Strategy & Positioning**
 - Develop and maintain positioning, messaging, and value propositions for Stran's core service offerings, solutions, and programs.
 - Translate service features and operational capabilities into customer-centric benefits that resonate with target audiences.
 - Create solution frameworks and standardized go-to-market materials that support consistency across sales and marketing efforts.
 - Identify opportunities to package existing services into clearly defined, marketable solutions that drive differentiation and revenue growth.
 - Establish benchmarks, performance measures, and competitive comparisons to evaluate and strengthen solution effectiveness.
- **Product Marketing & Go-To-Market Execution**
 - Lead go-to-market planning and launch execution for new solutions, programs, and service offerings.
 - Develop solution-specific marketing campaigns, sales collateral, presentations, one-pagers, case studies, and customer-facing content.
 - Partner with Creative, Marketing, and Digital teams to ensure solution messaging is consistently represented across all channels.
 - Build and maintain solution playbooks that support sales conversations, client presentations, and demand generation efforts.
 - Gather customer, prospect, and internal stakeholder feedback to continuously refine positioning and solution strategy.
- **Sales Enablement & Business Development Support**
 - Create tools and resources that help Sales effectively communicate Stran's value proposition and competitive differentiation.
 - Develop solution-based sales materials, including presentations, proposal content, capability overviews, ROI-focused messaging, and objection-handling resources.
 - Partner closely with Business Development teams to identify market opportunities and support revenue-generating initiatives.
 - Assist with RFP responses and strategic proposal development by providing strong solution positioning and compelling customer value narratives.
 - Support event and trade show initiatives by developing solution-focused messaging, content, and customer engagement materials.
- **Market Intelligence & Competitive Analysis**
 - Monitor industry trends, customer needs, and competitor activity to identify opportunities for growth and differentiation.
 - Maintain an understanding of the promotional products, branded merchandise, print, and company store marketplaces.



- Analyze competitive offerings and industry leaders to inform positioning and go-to-market strategy.
- Partner with leadership to identify emerging customer needs and market opportunities that can be converted into scalable solutions.
- **Cross-Functional Collaboration**
 - Serve as a strategic partner to Sales, Operations, Creative, and Marketing teams to ensure alignment between solution development and market execution.
 - Lead cross-functional projects that improve how Stran presents, packages, and sells its services.
 - Facilitate communication among stakeholders and provide clear updates on project milestones, deliverables, and results.
 - Support continuous improvement initiatives that enhance customer experience and solution adoption.

Qualifications

- 4–6 years of experience in in Product Marketing, Solutions Marketing, Go-to-Market Strategy, or related B2B marketing roles.
- Demonstrated success developing positioning, messaging, and go-to-market strategies for services, solutions, or complex offerings.
- Strong writing, editing, and storytelling skills with a portfolio of multi-channel content.
- Strong ability to translate product or service features into compelling customer benefits and business value.
- Experience conducting competitive analysis and market research to inform strategy and messaging.
- Proven ability to manage complex cross-functional projects and influence stakeholders without direct authority.
- Experience within the promotional products, branded merchandise, marketing services, print management, e-commerce store, or related industries strongly preferred.
- Familiarity with CRM and marketing platforms such as HubSpot and LinkedIn, as well as project management tools such as Monday.com or JIRA.
- Bachelor's degree in Marketing, Business, Communications, or related field preferred.

Work Environment

This is a full-time in-office role. Attendance to our Quincy HQ 5 days a week is required. Some travel to industry events required.



Why Join Stran?

At Stran, we pride ourselves on a culture that fosters collaboration, innovation, and growth. We've been recognized by PPAI as one of the Greatest Places to Work 2026, a reflection of our commitment to our people and our values. As a publicly traded company on the NASDAQ under ticker SWAG, we offer the stability of a well-established organization paired with the excitement of ongoing growth and transformation.

Employees at Stran have the opportunity to grow their careers in a supportive, high-performance environment where ideas are valued and professional development is encouraged. Beyond business success, we are committed to corporate social responsibility — from sustainable sourcing to community engagement — ensuring that our impact is positive for our clients, our employees, and the communities we serve.